



South Carolina Department of Insurance

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MARK SANFORD
Governor

Eleanor Kitzman
Director

Dear Colleague:

When it comes to innovation and competition in the property and casualty insurance industry, there is no more receptive environment anywhere in the country than South Carolina. We at the Department of Insurance are resolute in our determination to increase capacity, foster competition and provide consumers with options and ensure affordability throughout the state. This is no easy task, particularly in coastal areas, and will require the cooperative efforts of public agencies, private companies and insurance consumers working together to create a new model for effective risk management.

South Carolina is up to the task!

I can tell you from personal experience that South Carolina has made enormous progress. When I moved to South Carolina and founded Driver's Choice Insurance in 1999, the General Assembly had just rejected 25 years of over-regulation of automobile insurance that had resulted in over 40% of drivers being placed in the residual market. Act 154 effectively deregulated automobile insurance and the Department of Insurance moved swiftly to accommodate and welcome the hundreds of returning companies and first time entrants. Today, South Carolina is nationally recognized as a leader in the modernization movement with respect to automobile insurance and the new residual market mechanism has fewer than 200 policies. Governor Mark Sanford, the General Assembly and I are committed to building on this philosophy and leveraging the accomplishments of the last several years into an ever broadening property and casualty insurance market where industry and consumers both emerge as winners.

I sincerely hope that you will join me in Charleston on June 23rd and 24th for a property insurance forum that promises to be educational and enlightening. Representatives of the Department, legislature, industry and other relevant and related groups will meet to exchange information and ideas in a congenial atmosphere in the heart of one of America's most beautiful and hospitable cities.

I look forward to seeing you soon.

Very truly yours,

A handwritten signature in cursive script that reads 'Eleanor Kitzman'.

Eleanor Kitzman